

Message Text

UNCLASSIFIED

PAGE 01 THE HA 04435 311537Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----000183 311608Z /45

P R 311452Z AUG 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC PRIORITY 1100
USDOC WASHDC PRIORITY
INFO AMEMBASSY PARIS
AMCONSUL ROTTERDAM

UNCLAS THE HAGUE 4435

USDOC PLS CALL DAVID KATZ EXT 5373 UPON RECEIPT

E.O. 11652: N/A
TAGS/ BEXP, NL
SUBJ: IMC PARIS FY-1979 PROMOTION EVENT SCHEDULE

REF: A) TELECON FIELD/HARARY AUG 23; B) STTE 196901

1. AQUATECH, AMSTERDAM, WATER EQUIPMENT/WATER POLLUTION CONTROL EQUIPMENT, IS CARRIED AS AN IMC PARIS OFFSITE EVENT IN SUBJECT SCHEDULE (PARA 1F, REF B). UNDOUBTEDLY AQUATECH IS A VERY IMPORTANT EXHIBITION. HOWEVER, IT IS A BI-ANNUAL EVENT AND THE NEXT ONE IS SCHEDULED FOR SEPTEMBER 1978 WHICH DOES NOT MAKE IT ELIGIBLE FOR FY-1979 ACTIVITIES.

2. WE HAVE CAREFULLY REVIEWED THE SCHEDULE AS WELL AS THE IMPORTANT INTERNATIONAL EXHIBITIONS IN THE NETHERLANDS IN FY-79. AS A RESULT WE RECOMMEND ONE OF THREE FOLLOWING EVENTS IN ORDER OF PREFERENCE: MACROPAK, MAY 14-19, 1979; MACHEVO/MILIEU, OCTOBER 30-NOV 4, 1978; AND SECURITY '79, SEPT OR OCT 1979.

A. MACROPAK IS HELD ONCE EVERY THREE YEARS AT JAARBEURS IN UTRECHT. IT IS ONE OF THE THREE MOST IMPORTANT AND WELL-ESTABLISHED INTERNATIONAL TRADE EXHIBITIONS IN EUROPE RECOGNIZED AND ATTENDED BY THE PACKAGING INDUSTRY WORLDWIDE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 THE HA 04435 311537Z

IT IS SOMEWHAT SMALLER THAN INTERPAK HELD IN DUSSELDORF. IT DOES NOT CONFLICT WITH SIMILAR EVENTS ELSEWHERE IN EUROPE (PARIS AND LONDON) AND TO THE CONTRARY THESE ACTIVITIES ARE MUTUALLY SELF SUPPORTING. MACROPAK HAS BEEN EXPANDING CONTINUALLY SINCE ITS INCEPTION. MANAGEMENT EXPECTS FOR THE 1979 EVENT 400 EXHIBITORS REPRESENTING SOME 1,250 DUTCH AND INTERNATIONAL COMPANIES FROM 23 COUNTRIES TO FILL AN

EXHIBITION AREA OF 25,000 SQUARE METERS. 25,000 TRADE VISITORS ARE ALSO EXPECTED. EXHIBITED AT MACROPAK IS A RANGE OF RELATED PRODUCTS GROUPS, INCLUDING PACKAGING CONTAINERS AND PACKAGING MATERIALS; SYSTEMS AND AIDS FOR PACKAGING; EQUIPMENT FOR MARKING, CODING, LABELLING, STRAPPING ETC; FILLING MACHINES, CLOSING MACHINES, WRAPPING MACHINES, ETC.; MACHINERY FOR PRODUCTION OF PACKAGING CONTAINERS AND MATERIALS; ANCILLARY EQUIPMENT; AND AUTOMATIC CONTROL EQUIPMENT. CLAUDE BREEDEN OF THE PACKAGING MACHINERY INSTITUTE, WASHINGTON DC, TOLD VAN PUTTEN, MANAGER OF THE FOREIGN DEPARTMENT, JAARBEURS, UTRECHT, THAT A MUCH STRONGER AMERICAN PRESENCE IS NEEDED AT MACROPAK BECAUSE OF ITS EFFECTIVE AND HIGHLY SPECIALIZED FOCUS ON PACKAGING EQUIPMENT, CONTROLS, SYSTEMS AND TECHNOLOGY. A 25TH JUBILEE INTERNATIONAL CONGRESS CONCURRENT WITH MACROPAK '79 ON PACKAGING TECHNIQUES AND DEVELOPMENTS IS EXPECTED TO ATTRACT A LARGE AND EXPANDED INTERNATIONAL ATTENDANCE BY PACKAGING DESIGNERS, ENGINEERS, PLANT MANAGERS AND MARKETING EXECUTIVES. THIS EXHIBITION SPONSORS, THE EUROPEAN PACKAGING FEDERATION AND THE NETHERLANDS PACKAGING CENTER, ARE CONFIDENT THAT THE SIZE AND APPEAL OF MACROPAK '79 WILL BE THE GREATEST IN ITS HISTORY. THEREFORE WE STRONGLY RECOMMEND USDOC PARTICIPATION IN THIS EVENT.

B. MACHEVO/MILIEU, JAARBEURS, UTRECHT, WILL BE HELD FROM OCT 30 THROUGH NOV 4, 1978. THIS EXHIBITION HAS THE DISTINCTION OF COMBINING EQUIPMENT AND INSTRUMENTS FOR THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 THE HA 04435 311537Z

CHEMICAL, PHARMACEUTICAL, FOOD AND BEVERAGE, AND DAIRY INDUSTRIES, AS WELL AS ENVIRONMENTAL CONTROL EQUIPMENT AND SYSTEMS. IT HAS BEEN HELD EVERY THREE YEARS SINCE 1951. THIS TENTH ANNIVERSARY EVENT IS EXPECTED TO BE THE LARGEST IN ITS HISTORY WITH ABOUT 23,000 TRADE VISITORS, OVER 400 EXHIBITS REPRESENTING SOME 1,700 COMPANIES FROM MORE THAN 20 COUNTRIES, AND WILL USE AN AREA OF 25,000 SQUARE METERS. A SPECIAL INTERNATIONAL SYMPOSIUM, THE FIFTH ANNUAL INTERNATIONAL COST ENGINEERING CONGRESS, WILL BE HELD CONCURRENTLY IN COOPERATION WITH THE AMERICAN ASSOCIATION OF COST ENGINEERS, THE US ENVIRONMENTAL PROTECTION AGENCY, AND THE EUROPEAN ECONOMIC COMMISSION. WORK HAS ALREADY BEGUN TO ENSURE A LARGE ATTENDANCE AT THESE EVENTS. A USDOC PAVILION IS URGED IF MACROPAK IS NOT SELECTED.

C. THE EXACT DATE OF SECURITY '79 WILL DEPEND ON THAT OF THE INTERNATIONAL SECURITY CONFERENCE HELD IN NEW YORK CITY. AS WASHINGTON IS AWARE, BY AGREEMENT WITH THE SECURITY EXHIBITION IS HELD IN ALTERNATE YEARS IN UTRECHT AND ESSEN AND BOTH HAVE SHOWN RAPID GROWTH. THE DECISION OF USDOC PARTICIPATION IN ESSEN SECURITY '78 IS INDICATIVE OF THE IMPORTANCE OF THIS THEME AND MARKET TO US INDUSTRY. ALSO, SECURITY '77 AT UTRECHT ALREADY HAS MORE THAN 50 AMERICAN COMPANIES

REPRESENTED, FIVE WITH THEIR OWN EXHIBITS. THE STRONG
INITIAL RESPONSE OF US INDUSTRY TO USDOC INVITATIONS TO
PARTICIPATE IN SECURITY '77 CATALOG EXHIBITION IS ALSO
INDICATIVE OF THE GROWING IMPORTANCE OF THIS SECTOR AND THE
UTRECHT EVENT. AS RESULT OF SUBSTANTIALLY INCREASED REQUESTS
FOR SPACE, SECURITY '79 IS EXPECTED TO EXPAND THE AREA FOR
TRADE EXHIBITS TO 8,500 SQUARE METERS WITH 250 PARTICIPANTS
REPRESENTING 500 COMPANIES FROM 20 COUNTRIES DRAWING 10,000
TRADE VISITORS, INCLUDING 1,000 FROM OTHER COUNTRIES. USDOC
HAS ALREADY SCHEDULED A CATALOG SHOW AT SECURITY '79,
UTRECHT (STAE 204110). IF PARTICIPATION IN EIGHTER MACROPAK
OR MACHEVO/MILIEU IS NOT FEASIBLE, WE RECOMMEND THAT PROPOSED
USDOC CATALOG SHOW BE CHANGED INTO A REGULAR US PAVILION
AT SECURITY '79.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 THE HA 04435 311537Z

MCCLOSKEY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 31-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977THEHA04435
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770315-0110
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977081/aaaaaand.tel
Line Count: 137
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e850fb4d-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1394262
Secure: OPEN
Status: NATIVE
Subject: IMC PARIS FY-1979 PROMOTION EVENT SCHEDULE
TAGS: BEXP, NL
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e850fb4d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009